



# sponsorship opportunities



## **NATIONAL CONFERENCE**

*Bridging Gaps: Changing Culture in the Everyday*

FEBRUARY 21-22, 2020 • WASHINGTON, DC



Active Minds  
cordially invites you  
to sponsor the

## 2020 Active Minds National Conference

Washington, DC  
February 21-22

## ABOUT THE CONFERENCE

We hope your organization will join us February 21-22, 2020 in Washington, DC, for the Active Minds National Conference, **the nation's premier conference focused on young adults and mental health**. This event showcases the most innovative and effective approaches to supporting young adult well-being and changing the conversation about mental health on campuses, in workplaces, and within our communities.

The Active Minds National Conference offers your organization an unparalleled opportunity to reach campus and community decision makers through sponsorship, presentation, and networking opportunities.

Presented since 2004, this highly anticipated annual event brings together young adults and mental health leaders; campus and school professionals; and government, foundation, and corporate representatives from across the country to share ideas and advance knowledge about mental health education, advocacy, and awareness.

### Highlights for 2020 Include

- Inspiring keynote presentations and breakout sessions that address mental health as one of the most important issues of our time
- 500+ attendees from across the country
- Robust exhibit hall and scheduled visit-the-exhibitor breaks
- Prestigious VIP dinner and speaking program

### Who Attends

- **Young adult leaders** ages 16-24+ including Active Minds chapter members and alumni, fraternity and sorority leaders, student body presidents, and all others who are committed to mental health awareness and suicide prevention
- **Campus professionals** including deans, vice presidents, faculty, and staff in Student Affairs, Student Life, Student Health, Counseling, Psychology, Public Health, and more
- **Government, foundation, and corporate representatives** invested in the health and well-being of students and communities
- **School administrators** including principals, superintendents, guidance counselors, and social workers
- **Mental health leaders** including representatives of mental health organizations as well as practitioners

### Why Sponsor

- Affirm your organization's commitment to strong campuses, communities, and workplaces.
- Gain brand visibility and product promotion among hundreds of campus and school professionals who collectively influence more than 5.4 million college students per year.
- Benefit from promotion on Active Minds' website (with more than 100,000 page views per year) and vibrant social media platforms, which reach an engaged base of 250,000+ online followers.
- Gain unprecedented interactive access to campus and workplace decision makers, and college and high school students, all in one event.

## Board of Directors

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## ABOUT ACTIVE MINDS

Active Minds is the nation's leading nonprofit organization supporting mental health awareness and education for young adults. Powered by a network on more than 800 high school and college campuses, in workplaces and communities, and through a vast public audience, Active Minds is creating communities of support and saving lives.

Our signature programs include a college and high school chapter program, the acclaimed **Send Silence Packing®** exhibit, our compelling **Active Minds Speakers**, and the newly launched **Active Minds @ Work** initiative. A recent landmark study by the RAND Corporation confirms that Active Minds has a significant, positive impact on student health and well-being by creating a supportive climate for mental health on college campuses.

## In Good Company

The Active Minds National Conference attracts support from major corporations and organizations.



## Sponsorship Opportunities

Sponsorship packages can be customized depending on your organization's needs. Please contact Margo Collins for information about sponsorship opportunities, via email at [margo@activeminds.org](mailto:margo@activeminds.org) or by phone at **202.332.9595 ext. 109**.

	<b>Platinum</b> \$25,000	<b>Gold</b> \$12,500	<b>Silver</b> \$7,500	<b>Bronze</b> \$5,000	<b>Exhibitor</b> \$1,500	<b>Swag†</b> \$500
Sponsorships available	Three	Five	Multiple	Multiple	Multiple	Unlimited
Complimentary event registrations	15	10	6	4	2	—
VIP event	Seating for 15 guests	Seating for 10 guests	Seating for 6 guests	Seating for 4 guests	—	—
Conference program	Full page ad	1/2 page ad	1/4 page ad	1/8 page ad	—	—
Recognition on promotional materials	Prime listing in printed materials, emails, and social media	Listing in printed materials, emails, and social media	Listing in printed materials, emails	Listing in printed materials	—	—
Exhibiting space	Yes	Yes	Yes	Yes	Yes	—
Recognition at event	Prominent recognition on screens and signage	Recognition on screens and signage	Recognition on screens and signage	Recognition on signage	—	—
Recognition at Active Minds' website	Special thank you	Special thank you	Thank you	Thank you	—	—
Swag Bag inclusion	Yes	Yes	Yes	Yes	—	Yes
Sponsor Session	Main Stage featured spotlight or co-created/pre-approved sponsored session	Co-created/pre-approved sponsored session	Sponsorship of an Active Minds-prepared session	—	—	—
Special offer	Executive Director will serve as a guest speaker at a mutually agreed upon sponsor event	—	—	—	—	—

† High quality items will be placed in swag bags distributed to each attendee. Items may include gift certificates, coupons, or other promotional items. The sponsor will provide items in sufficient quantity. Due to size limitations, please confirm your item before choosing this sponsorship option.

## Sponsorship Form

**ACTIVE MINDS NATIONAL CONFERENCE** • February 21-22, 2020 • Washington, DC

To confirm your sponsorship for the 2020 Active Minds National Conference, please complete and return this form by **January 17, 2020**. *Note: All sponsor logos, collateral, and other creative assets must be received by this date for inclusion in event materials. Email inclusion for Silver, Gold and Platinum sponsors will begin October 29, continuing through February 21.*

Active Minds, Inc. is a 501(c)3 organization, Tax ID# 20-0587172. You will receive a receipt for tax purposes.

### Sponsorship Type

- |  |   |  |
|--|---|--|
| <input type="radio"/> <b>\$25,000</b> • Platinum | <input type="radio"/> <b>\$7,500</b> • Silver | <input type="radio"/> <b>\$1,500</b> • Exhibitor |
| <input type="radio"/> <b>\$12,500</b> • Gold     | <input type="radio"/> <b>\$5,000</b> • Bronze | <input type="radio"/> <b>\$500</b> • Swag Bag    |

Please print how you would like your name/business listed in event materials:

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### Contact Information

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**Donor Name**

**Title**

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**Contact Name (if different from above)**

**Title**

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**Street Address**

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**City**

**State**

**Zip**

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**Email**

**Phone**

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### Payment

☐ Enclosed is my check, made payable to Active Minds.

☐ Please charge \$ \_\_\_\_\_

☐ Mastercard

☐ Visa

☐ AmEx

☐ Discover

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**Card Number**

**Exp. Date**

**CW Code**

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**Name as it appears on card**

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**Billing Address, if different from above**

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**Signature**

**Date**

### Return to

Active Minds c/o Development Office • 2001 S Street NW, Suite 630, Washington DC 20009